

ORDER



KLAS

Orders
Order / Rev: 36850
Alt Order #: 08833204
Product Desc: CROSSROADS GPS
Estimate: 778
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/01/12 / 09/27/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Cross Roads Media
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crossroads GPS
Demographic: A35+
Product Codes: PO4
Priority: LV2
Revenue Codes: AGY, POL, ISS

New Business Thru: 08/14/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	65	\$109,685.00	\$93,232.25
10/01/12	10/01/12	13	\$16,650.00	\$14,152.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	65	\$109,685.00	\$93,232.25	0.00
October 2012	13	\$16,650.00	\$14,152.50	0.00
Totals	78	\$126,335.00	\$107,384.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$126,335.00
Market	100%	\$421,116.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$105,279.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$21,055.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	09/28/12	137-237a M-F Elec Plyg@M		137-207a	-TWTF--	:30	2	\$85.00	LV2	0.00	NM	2	\$170.00
NATE BERKUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--		2				\$85.00		0.00			
E 2	8	10/01/12	10/01/12		CM	137-207a	M-----	:30	1	\$100.00	LV2	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-TWTF--			4		\$750.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	09/24/12-09/30/12		8 News Now Noon M-F		12-1230p	-TwThF----	:30		(\$750.00)		0.00	NM		
See MG 30.5 [due oversell political, dsc and mmo]															
E 14	8	10/01/12	10/01/12	8 News Now Noon M-F	CM	12-1230p	M-----	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
				8 News Now Noon M-F											
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----			1		\$850.00	0.00					
E 15	8	09/25/12	09/28/12	8 News Now 5-630p M-F	CM	5-630p	-TWTF--	:30	4	\$1,300.00	LV1	0.00	NM	4	\$5,200.00
				8 News Now 5-630p M-F											
8 NEWS NOW @ 5P & 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-TWTF--			4		\$1,300.00	0.00					
E 16	8	10/01/12	10/01/12	8 News Now 5-630p M-F	CM	5-630p	M-----	:30	1	\$1,500.00	LV2	0.00	NM	1	\$1,500.00
				8 News Now 5-630p M-F											
8 NEWS NOW @ 5P & 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----			1		\$1,500.00	0.00					
E 17	8	09/25/12	09/28/12	Price Is Right	CM	10-11a	-TWTF--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				Price Is Right											
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-TWTF--			1		\$2,500.00	0.00					
E 18	8	10/01/12	10/01/12	Price Is Right	CM	10-11a	M-----	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
				Price Is Right											
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----			1		\$3,500.00	0.00					
E 19	8	09/25/12	09/28/12	8 News Now 4p M-F	CM	4-5p	-TWTF--	:30	4	\$1,100.00	LV1	0.00	NM	4	\$4,400.00
				8 News Now 4p M-F											
8 NEWS NOW @ 4P & 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-TWTF--			4		\$1,100.00	0.00					
E 20	8	10/01/12	10/01/12	8 News Now 4p M-F	CM	4-5p	M-----	:30	1	\$1,300.00	LV2	0.00	NM	1	\$1,300.00
				8 News Now 4p M-F											
8 NEWS NOW @ 4P & 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----			1		\$1,300.00	0.00					
E 21	8	09/25/12	09/28/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	4	\$900.00	LV1	0.00	NM	4	\$3,600.00
				8 News Now 6a M-F											
8 NEWS NOW @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-TWTF--			4		\$900.00	0.00					
E 22	8	10/01/12	10/01/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				8 News Now 6a M-F											
8 NEWS NOW @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----			1		\$1,200.00	0.00					
E 23	8	09/25/12	09/28/12	Letterman	CM	1135p-1237a	-TWTF--	:30	4	\$750.00	LV1	0.00	NM	4	\$3,000.00
				Letterman											
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-TWTF--			4		\$750.00	0.00					
E 24	8	10/01/12	10/01/12	Letterman	CM	1135p-1237a	M-----	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
				Letterman											
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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E 24	8	10/01/12	10/01/12	Letterman Letterman	CM	1135p-1237a	M-----	:30	1	\$850.00	LV2	0.00	NM	1	\$850.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$850.00		0.00			
E 25	8	09/29/12	09/29/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$450.00	LV1	0.00	NM	1	\$450.00
SAT EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
E 26	8	09/25/12	09/28/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	-TWTF--	:30	4	\$800.00	LV1	0.00	NM	4	\$3,200.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$800.00		0.00			
E 27	8	10/01/12	10/01/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	M-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
E 28	8	09/25/12	09/28/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	4	\$800.00	LV1	0.00	NM	4	\$3,200.00
8 NEWS NOW @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$800.00		0.00			
E 29	8	10/01/12	10/01/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	M-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
8 NEWS NOW @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
E 30	8	09/25/12	09/28/12	Ellen Ellen	CM	3-4p	-TWTF--	:30	4	\$900.00	LV2	0.00	NM	4	\$6,335.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		Ellen		3-4p	-TWThF----	:30		(\$900.00)		0.00	NM		
See MG 30.5 [due oversell political, dsc]															
5	8	09/29/12-09/29/12		ACC Football		930a-12n	-----Sa--	:30		\$3,635.00		0.00	NM		
Ⓜ MG for 13.2,7.4,30.1 [includes \$85 CR from 36788]															
E 31	8	10/01/12	10/01/12	Ellen Ellen	CM	3-4p	M-----	:30	1	\$1,000.00	LV2	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
E 32	8	09/25/12	09/25/12	Tue 10-11p Vegas	CM	10-11p	-T-----	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$7,500.00		0.00			
E 33	8	09/26/12	09/26/12	Wed 10-11p CSI	CM	10-11p	--W----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$12,000.00		0.00			
E 34	8	09/27/12	09/27/12	Thu 8-9p Big Bang / 2 1/2 Men	CM	8-9p	---T---	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
BIG BANG/TWO & A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

